



Missouri Strategic Initiative for Economic Growth

Call for White Papers

Purpose of the Initiative:

The 2010 Strategic Initiative for Economic Growth was launched by Governor Nixon to identify a framework to grow the Missouri economy. The Initiative is engaging representatives from business, labor, higher education, and economic development from across the state to chart a path for transforming the Missouri economy into a long-term, sustainable, 21st century growth economy. The Initiative will be coordinated by the Missouri Department of Economic Development (“DED”) and Market Street Services, a consulting firm retained by DED.

Following the completion of the strategic planning process, the final plan will provide (1) an overall vision for transforming the Missouri economy within 5 years; (2) data-driven strategic and tactical plans necessary to accomplish the vision and mission; (3) a list of targeted high growth industries that will drive economic growth in the state; and (4) identification of the additional economic factors that will support long-term economic growth including innovation, workforce, access to capital, quality of life, tax structure and available incentives.

Leadership:

- Initiative management and coordination will be provided by David Kerr, Director of the Missouri Department of Economic Development.
- An Executive Advisory Committee appointed by Governor Nixon will provide overall guidance and direction on the process. The Executive Advisory Committee members include Mr. William Downey of Kansas City Power & Light (Kansas City); Ms. Ann Marie Baker of UMB Bank (Springfield); Mr. David Steward of World Wide Technologies (St. Louis); and Mr. Paul Combs of Baker Implement (Kennett).
- A Steering Committee, composed of 41 business, education, economic development, and labor leaders from throughout the state, will have the following tasks:
 - Review and analyze information and data regarding Missouri’s economy, current and potential initiatives and strategies, and other related material.
 - Provide input and recommendations on proposed strategies and tactical action plans.
 - Review and comment on the final plan content.
- Six Regional Planning Councils, comprised of business, education, economic development, and labor leaders, will provide input and comment on key strategies and tactical plans for the state and their region.

Call for White Papers:

As part of the Strategic Planning process, experts are being asked to submit white papers that will analyze issues affecting the current Missouri economy and provide recommendations to improve the Missouri economy that can be realistically implemented over the next five years. The white papers will be provided to the Steering Committee, who will use them (along with other research and input) in developing strategies and tactical plans.

Content of White Papers:

The white papers should:

- a. Identify a need or problem (or a missed opportunity) that negatively affect's Missouri's economy;
- b. Indicate the significance of the problem/opportunity, or what would occur if the problem/opportunity is not addressed;
- c. Identify data that validates the extent of the problem/need/opportunity;
- d. Identify best practices related to this issue, if appropriate;
- e. Develop an outline of the proposed solutions or actions to address the need/problem/opportunity;
- f. Indicate the resources necessary to implement the actions; and,
- g. Indicate the likely immediate and long-range benefits of the proposed actions/solutions, and the method to measure performance.

The white papers must be no more than four pages; not used to promote a specific institution or agency; view the issue from a state or regional perspective; and provide a realistic plan of implementation.

The use of charts, graphs, and/or tables, as appropriate, are encouraged. Bulleted responses are acceptable. There will be no compensation for the development of white papers, and all white papers will become public information.

Potential Topics

The following are ideas for possible white papers, and additional topics not listed are encouraged.

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| * Workforce Training | * Economic Development Organizations |
| * Talent Recruitment | * Higher Education's Role in Economic Development |
| * Infrastructure Development | * Rural Development |
| * Entrepreneurial Development | * Business Climate Improvements |
| * Tech-Based Development | * Quality of Life |
| * International Trade | * Foreign Direct Investment |
| * Existing Business Retention/Expansion | * Business Recruitment/Attraction |
| * Marketing Missouri and its Regions | * Industry Cluster Development, Marketing |
| * Specific Industry Issues/Opportunities | * Business Taxes, Incentives |

Due Date

Please submit the white papers prior to **October 10, 2010** preferably in Microsoft Word to: Mike Downing, Deputy Director, Missouri Department of Economic Development, mike.downing@ded.mo.gov. Questions regarding the white papers can be addressed to Mr. Downing at the above email address or 573-751-5799.

Further information:

The project's website, which has presentations, reports, meeting notices and other information can be found at <http://ded.mo.gov/Strategic.aspx> .